



**Euromonitor
International**

Lodging (Destination) in Malaysia

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Airbnb gains traction, budget accommodation remains popular, while the expansion of upscale and luxury hotels continues unabated
Sustainability, expansion and innovation are integral to share gain strategies in lodging in Malaysia

PROSPECTS AND OPPORTUNITIES

Investment in digital transformation and sustainability offer key ways to stay ahead of the field in lodging
Alternative and affordable lodging types are expected to put pressure on hotels

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Travel in Malaysia - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/lodging-destination-in-malaysia/report.